



WEWS

ORDER

Print Date 09/19/12

Page 1 of 3

Flight Dates **09/19/12-09/25/12**

Contract / Revision **311395 /** Product **Romney for President 9.19-9.25.12**

Original Date / Revision 09/18/12 09/18/12 Agency Com 15%

Advertiser **Romney / Republican / Presi** Billing Contact

**138 Conant Street
Beverly, MA 01915**

Agency **American Rambler Producti**

Buying Contact

**138 Conant Street
Beverly, MA 01915**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **Order # 88**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive

Daniel Baylog

Account Executive	Order%	Start Date	End Date
-------------------	--------	------------	----------

Daniel Baylog	100%		
---------------	------	--	--

Order Share 100% Market Value 100050

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	103	\$85,042.50	\$100,050.00	0.00	08/27/12	09/25/12	103	\$85,042.50	\$100,050.00
Totals	103	\$85,042.50	\$100,050.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	09/19/12	09/25/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	6	\$450.00	P-2	0.00	NM	10	\$4,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--					6	\$450.00		0.00			
		Week: 09/24/12	09/30/12	MT-----					4	\$550.00		0.00			
N 2	WEWS	09/19/12	09/25/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	6	\$500.00	P-2	0.00	NM	10	\$5,400.00



WEWS

Print Date: 09/19/12

Page 2 of 3

Contract / Revision 311395 Flight Dates 09/19/12-09/25/12

Hiatus Dates

Original Date / Revision 09/18/12/ 09/18/12

Order Sep 00:20:00

Advertiser Romney / Republican / Pre: Product Romney for President 9.19- Estimate # Order # 88

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 2	WEWS	09/19/12	09/25/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	6	\$500.00	P-2	0.00 NM	10	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	--WTF--					6	\$500.00		0.00		
Week:		09/24/12	09/30/12	MT-----					4	\$600.00		0.00		
N 3	WEWS	09/19/12	09/25/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	3	\$450.00	P-2	0.00 NM	5	\$2,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	--WTF--					3	\$450.00		0.00		
Week:		09/24/12	09/30/12	MT-----					2	\$550.00		0.00		
N 4	WEWS	09/19/12	09/25/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	3	\$450.00	P-2	0.00 NM	7	\$3,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	--WTF--					3	\$450.00		0.00		
Week:		09/24/12	09/30/12	MT-----					4	\$550.00		0.00		
N 5	WEWS	09/19/12	09/25/12	M-F 11-12p M-F 11-12p	CM	11a-12p	MTWTF--	:30	3	\$800.00	P-2	0.00 NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	--WTF--					3	\$800.00		0.00		
Week:		09/24/12	09/30/12	MT-----					2	\$1,300.00		0.00		
N 6	WEWS	09/19/12	09/25/12	M-F 12pm News 12-1230p News	CM	12-1p	MTWTF--	:30	6	\$700.00	P-2	0.00 NM	10	\$7,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	--WTF--					6	\$700.00		0.00		
Week:		09/24/12	09/30/12	MT-----					4	\$800.00		0.00		
N 7	WEWS	09/19/12	09/25/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	MTWTF--	:30	2	\$600.00	P-2	0.00 NM	3	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	--WTF--					2	\$600.00		0.00		
Week:		09/24/12	09/30/12	MT-----					1	\$700.00		0.00		
N 8	WEWS	09/19/12	09/25/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	6	\$850.00	P-2	0.00 NM	10	\$8,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	--WTF--					6	\$850.00		0.00		
Week:		09/24/12	09/30/12	MT-----					4	\$950.00		0.00		
N 9	WEWS	09/19/12	09/25/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	6	\$1,100.00	P-2	0.00 NM	10	\$11,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	--WTF--					6	\$1,100.00		0.00		
Week:		09/24/12	09/30/12	MT-----					4	\$1,300.00		0.00		
N 10	WEWS	09/19/12	09/25/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	MTWTF-S	:30	6	\$2,200.00	P-2	0.00 NM	12	\$27,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	--WTF-S					8	\$2,200.00		0.00		
Week:		09/24/12	09/30/12	MT-----					4	\$2,400.00		0.00		
N 11	WEWS	09/19/12	09/25/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	6	\$800.00	P-2	0.00 NM	10	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	--WTF--					6	\$800.00		0.00		
Week:		09/24/12	09/30/12	MT-----					4	\$900.00		0.00		
N 12	WEWS	09/19/12	09/25/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	3	\$350.00	P-2	0.00 NM	5	\$1,850.00



WEWS

Print Date: 09/19/12

Page 3 of 3

Contract / Revision **311395** Flight Dates **09/19/12-09/25/12**

Hiatus Dates

Original Date / Revision 09/18/12/ 09/18/12

Order Sep 00:20:00

Advertiser **Romney / Republican / Pre** Product **Romney for President 9.19-1** Estimate # **Order # 88**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 12	WEWS	09/19/12	09/25/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	3	\$350.00	P-2	0.00	NM	5	\$1,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	--WTF--					3	\$350.00		0.00			
	Week:	09/24/12	09/30/12	MT-----					2	\$400.00		0.00			
N 13	WEWS	09/19/12	09/25/12	Tuesday Prime C Tuesday Prime C	CM	10-11p	-T-----	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	-----					0	\$0.00		0.00			
	Week:	09/24/12	09/30/12	-T-----					1	\$6,000.00		0.00			
N 14	WEWS	09/19/12	09/25/12	Friday Prime C Friday Prime C	CM	10-11p	----F--	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	----F--					1	\$3,000.00		0.00			
	Week:	09/24/12	09/30/12	-----					0	\$0.00		0.00			
N 15	WEWS	09/19/12	09/25/12	Sa 6a-8a News Sa 6-8a News	CM	6-8a	-----S-	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	-----S-					1	\$350.00		0.00			
	Week:	09/24/12	09/30/12	-----					0	\$0.00		0.00			
N 16	WEWS	09/19/12	09/25/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	-----S-					1	\$650.00		0.00			
	Week:	09/24/12	09/30/12	-----					0	\$0.00		0.00			
N 17	WEWS	09/19/12	09/25/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	-----S					1	\$500.00		0.00			
	Week:	09/24/12	09/30/12	-----					0	\$0.00		0.00			
N 18	WEWS	09/19/12	09/25/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	09/17/12	09/23/12	-----S					1	\$800.00		0.00			
	Week:	09/24/12	09/30/12	-----					0	\$0.00		0.00			
Totals														103	\$100,050.00